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HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P. O. Box 272400  
Fort Collins, Colorado 80527-2400

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DEC 01 2005

PATENT APPLICATION

ATTORNEY DOCKET NO. 10003978-1

IN THE

UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Donald J. Palmer et al.

Confirmation No.: 7827

Application No.: 09/817,818

Examiner: R. Alvarez

Filing Date: Mar. 26, 2001

Group Art Unit: 3622

Title: TARGETED ADVERTISING METHOD AND SYSTEM

Mail Stop Amendment  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

(X) Response/Amendment	( ) Petition to extend time to respond
( ) New fee as calculated below	( ) Supplemental Declaration
(X) No additional fee	
( ) Other: _____	(fee \$ _____)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	26	MINUS	29	= 0	X \$50	\$ 0
INDEP. CLAIMS	3	MINUS	3	= 0	X \$200	\$ 0
[ ] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

Donald J. Palmer et al.

By



Walter W. Karnstein

Attorney/Agent for Applicant(s)  
Reg. No. 35,565

Date: Dec. 1, 2005

Rev 12/04 (TnAmdFax)

- Attach as First Page to Transmitted Papers -

Telephone No.: (503) 224-6655

PAGE 1/15 \* RCVD AT 12/1/2005 8:07:01 PM [Eastern Standard Time] \* SVR:USPTO-EFXRF-6/24 \* DNIS:2738300 \* CSID:5039729115 \* DURATION (mm:ss):08:28

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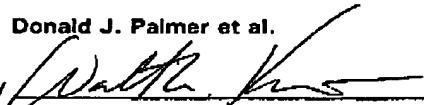
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Respectfully submitted,

(X) I hereby certify that this paper is being transmitted to the Patent and Trademark Office facsimile number (571) 273-8300 on Dec. 1, 2005  
Number of pages: 15

Donald J. Palmer et al.

By 

Walter W. Karnstein

Attorney/Agent for Applicant(s)  
Reg. No. 35,565

Date: Dec. 1, 2005

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Dated: December 1, 2005

DONALD J. PALMER  
and LEE G. CALDWELL

HP Docket No. 10003978-1

Serial No. : 09/817,818

Examiner R. Alvarez

Filed : March 26, 2001

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DEC 01 2005

**AMENDMENT**

Responsive to the Office action dated September 2, 2005, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the claim listing that begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.

Page 1 - **AMENDMENT**  
Serial No. 09/817,818  
HP Docket No. 10003978-1  
KH Docket No. HPCB 310